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## **TV LAND MYTHS AND LEGENDS SCORES WITH VIEWERS**

### **Network Garners Double-Digit Gains in Rating, Delivery and Total Viewers for Series' Six-Week Run**

New York, NY, February 20, 2007 – TV Land's newest original series, ***TV Land Myths and Legends***, was a huge hit with viewers, scoring double-digit gains in demo rating, delivery and total viewers for its debut season. Over the last six weeks, the series, which premiered on **Wednesday, January 10 at 10 p.m. ET/PT**, took a look at the most compelling and intriguing stories in Hollywood. From delving into the secret of which of Carly Simon's former lovers inspired her hit song "You're So Vain", to the munchkin mystery in *The Wizard of Oz*, to whether Barry Williams was really high during an episode of *The Brady Bunch* -- this six-part series went behind-the-scenes to investigate Hollywood's most fabled myths and legends.

According to Nielsen Media Research, over the series' six week run (1/10-2/14/07), it averaged 819,000 total viewers, up +54% over last year. It posted a 0.4/445,000 among its core A25-54 demo over last year, an increase of +33% in rating and +76% in delivery. Among Boomers (Adults 40-54), ***TV Land Myths and Legends*** scored triple digit increases, posting a 0.6/319,000, up +100% in rating and +102% in delivery over last year.

***TV Land Myths and Legends*** features original interviews, archival clips and appearances by celebrities -- many of whom had a direct connection to these legendary stories. Each episode explores extraordinary tales about Hollywood's most memorable stars, TV shows, films and music. The series examines the origin of these myths and rumors -- shedding light on some of pop culture's darkest mysteries. Produced by Gay Rosenthal Productions (*Behind the Music* and *Little People, Big World*), the series' Executive Producers are Gay Rosenthal, Paul Barrosse and Sal Maniaci and Co-Executive Producer is Nicholas Caprio.

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### **About TV Land**

Now seen in over 90 million U.S. homes, TV Land is dedicated to building the ultimate Baby Boomer entertainment brand on all platforms. Armed with a slate of new original programming, newly acquired Classic TV and movies, multiplatform content and **Cause Change**, a new pro-social initiative, the network is uniquely positioned to cater to America's 78 million Baby Boomers, the first generation of Americans who grew alongside television. TV Land's program mix features hit originals, popular dramas, sitcoms, westerns and Retromercials®. TV Land's roster includes hits like *All in the Family*, *M\*A\*S\*H*, *The Andy Griffith Show* and several others. Furthering the network's commitment to develop original programming that complements its roster of acquisitions, the network regularly showcases original series and specials like *I Pity The Fool*, *Sit Down Comedy with David Steinberg*, *TV Land Myths and Legends*, *Generation Boom*, *TV Land Confidential*, *TV Land's Top Ten*, *My First Time* and the upcoming original series *High School Reunion*.

MTV Networks, a unit of Viacom (NYSE: VIA, VIA.B), is one of the world's leading creators of programming and content across all media platforms. MTV Networks, with more than 130 channels worldwide, owns and operates the following television programming services – MTV: MUSIC TELEVISION, MTV2, VH1, mtvU, NICKELODEON, NICK at NITE, COMEDY CENTRAL, TV LAND, SPIKE TV, CMT, NOGGIN, VH1 CLASSIC, LOGO, MTVN INTERNATIONAL and THE DIGITAL SUITE FROM MTV NETWORKS, a package of 13 digital services, all of these networks trademarks of MTV Networks. MTV Networks connects with its audiences through its robust consumer products businesses and its more than 200 interactive properties worldwide, including online, broadband, wireless and interactive television services and also has licensing agreements, joint ventures, and syndication deals whereby all of its programming services can be seen worldwide.

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